What is Claimed is:

- 1. A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:
- (a) collecting environment data related to the environment of each terminal such as its location and/or the nature of businesses nearby the terminal;
- (b) collecting transaction data related to the type and time of transactions carried out at the terminal; and
 - (c) storing the collected data in a data warehouse.
 - 2. A method according to claim 1, further comprising the step of:
- (d) collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times.
- 3. A method according to claim 1, wherein the plurality of terminals are distributed across more than one deployer network.
- 4. A method according to claim 1, wherein the data is collected and stored in real time or near real time.
 - 5. A method according to claim 2, further comprising the step of:
- (e) querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

- 6. A method according to claim 5, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.
 - 7. A method according to claim 2, further comprising the steps of
- (e) querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and
- (f) selecting an advertisement for display which includes content related to that business activity.
 - 8. A method according to claim 2, further comprising the steps of:
- (e) querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and
- (f) selecting an advertisement for display at the terminal dependent on the statistical distribution.
- 9. A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:
- (a) collecting environment data related to the environment of each terminal such as its location and/or the nature of businesses nearby the terminal;
- (b) collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and
 - (c) storing the collected data in a data warehouse.
- 10. A method according to claim 9, wherein the plurality of terminals are distributed across more than one deployer network.

- 11. A method according to claim 9, wherein the data is collected and stored in real time or near real time.
 - 12. A method according to claim 9, further comprising the step of :
- (d) querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.
- 13. A method according to claim 12, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.
 - 14. A method according to claim 9, further comprising the steps of
- (d) querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and
- (e) selecting an advertisement for display which includes content related to that business activity.
 - 15. A method according to claim 9, further comprising the steps of:
- (d) querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and
- (e) selecting an advertisement for display at the terminal dependent on the statistical distribution.

16. A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal such as its location and/or the nature of a business nearby the terminal;

means for holding transaction data related to the type and time of transactions carried out at the terminal; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on and/or adjacent to one or more of the plurality of self-service terminals.

- 17. A data warehouse according to claim 16, further comprising means for holding advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times.
- 18. A data warehouse according to claim 17, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.
- 19. A data warehouse according to claim 16, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.
- 20. A data warehouse according to claim 17, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

- 21. A data warehouse according to claim 16, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of an event such as a sporting event.
- 22. A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal such as its location and/or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on and/or adjacent to one or more of the plurality of self-service terminals.

- 23. A data warehouse according to claim 22, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.
- 24. A data warehouse according to claim 22, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.
- 25. A data warehouse according to claim 22, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

- 26. A data warehouse according to claim 22, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of an event such as a sporting event.
- 27. A self-service terminal comprising:

 display means for displaying advertising material;

 network connection means for coupling the terminal to a self-service network;

 means for receiving commands from the network which determine what
 advertising content is to be displayed on the display means and at what time; and

 means for sending information to the network which identifies which
 transactions are occurring at the terminal and at what time they occur.
- 28. A self-service terminal according to claim 27, further comprising means for sending information to the network which explicitly identifies what advertising material was displayed on the display means during a transaction at the terminal.
 - 29. A method of analyzing a self-service network comprising the steps of:
- (a) holding in a database data related to transactions performed by a terminal in the network and advertising content displayed on and/or adjacent the terminal substantially at the time of the transaction;
- (b) gathering terminal data from terminals in the network which is related to transactions performed by each terminal in the network and respective advertising content displayed on and/or adjacent each terminal;
 - (c) entering the terminal data into the database; and
 - (d) analyzing the terminal network by querying the data in the database.